

Hello, I'm

CELINA BOLANOS.

MUSIC & BRAND MARKETING,
CONTENT PRODUCTION &
COMMUNITY BUILDING *

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🌐 [CELINABOLANOS.ONLINE](#)

🌐 [LINKEDIN](#)

→ EDUCATION

BFA Kinetic Imaging (Emerging Technologies, Installation Art, Sound & Video)

Minor in Media Studies

Virginia Commonwealth University

School of The Arts | May 2024

→ INDUSTRY EXPERIENCE

A&R ADMINISTRATION INTERN

100 Management | Jan. 2024 - Present

- Utilize Excel to develop **discography databases & analyze DSP streaming stats** for Cirkut, AlexDaKid, and CJ Baran, the producers behind Imagine Dragons, The Weeknd, etc.

CONCERT PHOTOGRAPHER & WRITER

Noisescape Magazine | Jan. 2023 - Present

- Engage with **press distribution lists to conduct artist interviews, album/single reviews, develop social content and photographic concert documentation** for artists such as Hawthorne Heights, Capstan, Scowl, Show Me The Body, and Covet.

VIP REPRESENTATIVE & BOX OFFICE

On Location & Live Nation | Aug. 2022 - Present

- Check-in, excitedly communicate with and escort **30-100+** VIP attendees per night for sold out shows such as Giveon, Lamb of God, Remi Wolf, etc. at 1,500 - 25,000 capacity venues
- **Coordinate with production & security teams**, multitask merchandise bags & lanyard assemblage in timely manner

MARKETING & EVENTS REPRESENTATIVE

Warner Music Group | Aug. 2022 - Sep. 2023

- Engage with **30+ artists' regional and global management teams to promote merchandise launches, PR campaigns, and artist marketing plans** in an authentic tone.
- Planned and executed **monthly fan event experiences & giveaways**, garnering up to 150 album pre-saves promoting new artist releases for Meet Me @ The Altar, Sir Chloe, etc.
- Identify social media & generational cultural trends, draft **fan-engaged social media copy**.
- Capture content for the artist's social media teams & create **10+ weekly UGC video posts for TikTok + Instagram (IG), averaging 50k views**.
- Engage in 2-way fan dialogue via Twitter for Melanie Martinez "PORTALS" release. **Promotional partnerships with brands** such as Vinyl Me, Please & AXS for fan giveaways.

→ CREATIVE SOFTWARE

- Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator, After Effects, Lightroom, InDesign)
- Ableton Live, Logic Pro X
- Blender
- Maya

→ PROJECT MANAGEMENT SOFTWARE

- Google Analytics
- YouTube Analytics
- Google Suite (Docs, Drive, Spreadsheet, Slides, Gmail)
- Microsoft 365 (Word, Excel, PowerPoint, Outlook)
- Asana
- DropBox
- Survey Monkey

→ MUSIC ORGANIZATIONS

- **GRAMMY U** - Washington, DC
- **Equal Vision Records Street Team Lead** - Washington, DC
- **HeadCount Org.** - Richmond, VA

→ AWARDS

- VCU Summer Internship Funding Grant Recipient, \$5,000 (2023)
- Deans List (2021-2024)
- VCU Art Foundation Major Declaration Grant Winner - Best Writing Award (2022)

→ LICENSES & CERTIFICATIONS

- **Nail Technology** (Oct. 2021)
- **Design Thinking** (July 2021)
- **Woodshop Tools** (July 2021)

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LET'S CONNECT!

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→ INDUSTRY EXPERIENCE

ARTIST MARKETING INTERN

Fender Musical Instruments Corporation | Jun. 2023 - Aug. 2023

- Analyze **competitor brands' marketing approach** to showcasing underrepresented guitarists.
- Research artists' social media presence to develop an **Excel database tracking instrument usage across 500+ artists at national & international festivals.**
- Work multi-functionally across marketing, social, communications, and product teams to **provide logistic support** for FMIC's emerging artist outreach programs & touring partner musicians such as Tash Sultana, H.E.R.
- Manage email promo codes sent out to 830 artists who applied to the Fender Next program
- **Final internship project:** Delivered integrated product marketing strategy & brand partnership campaign for Jackson's Virtuoso Series - Developed messaging, copy, brand partnerships, artist marketing & social strategy.

DIGITAL MARKETING/VIDEO INTERN

Artist Publishing Group / Artist Partner Group (APG) | Jun. 2023 - Aug. 2023

- **Moderated social media of pre-release promotional posts**, then compiled audience insights to optimize future content for Jimin, Lay Bankz and ODETARI fanbases.
- Edit short-form video content with **Adobe Premiere Pro to be posted on TikTok & IG reels.**
- **Final internship project:** Presented a research proposal on how APG's emerging artists can further build their brand & expand fan engagement communities by combining both DIY punk & industry practices within the electronic music space. Pitched 4 potential unsigned artists to the label's Artists and Repertoire Team.

MARKETING, MERCHANDISING & DESIGN INTERN

Mythical Entertainment | May 2022 - Aug. 2022

- Design YouTube algorithm-optimized thumbnails with Photoshop for YouTube's most popular daily show - Good Mythical Morning. Various thumbnail iterations were designed each day for **click-through rate analysis, providing up to 3.8 million viewers per video.**
- Track **@Mythical social media content calendars and gather digital asset files into DropBox** for CRM support of merchandise product launches on Mythical.com.
- Analyze **press rollout/social media insights** from Rhett and Link's 2022 Food Network TV show - Inside Eats.
- Compile engagement analytics from across all Mythical social media handles (25 million+ Followers) onto a [marketing performance research deck.](#)
- Multitask across **marketing, e-commerce, and executive leadership teams to write copy and design monthly email newsletters** with the newest announcements, including Good Mythical Evening and Mythicon 2022.

ARTIST MANAGEMENT INTERN

The Rocks Management | Jun. 2022 - Aug. 2022

- Conduct **radio outreach to 25 stations and 15 record stores within 8 target markets** across the Midwest to promote The Zombies' Life-Is-A-Merry-Go-Round Tour.
- Distributed **BandsInTown messaging** and updated Facebook event pages for The Zombies.
- Coordinate **street team fan engagement** events for new song releases by AJ Smith.